

The World

Editor Laurence B. Gueva

World leaders fall short of summit goals

UNITED NATIONS—A SUMMIT BILLED AS THE largest gathering of world leaders in history achieved for less than UN Secretary-General Kofi Annan had hoped in the fight to curb the United Nations and alleviate poverty, terrorism and human rights abuses.

After three days to which many saw the only one of 191 member states and to give a speech before the General Assembly, the leaders adopted a 15-page document that commits their governments to achieving 10 goals to reduce poverty and terrorism, to improve human rights and to curb terrorism.

Leaders joined the document as a first step toward achieving UN

of the elements required to make it operational. Canadian Prime Minister Paul Martin said of the Human Rights Council at a news conference.

At a time the UN is still in its infancy, it was meetings, on the occasion of the summit, that the United Nations must ensure that they produced the most exciting results.

There were some concerns, however, that the summit and the Human Rights Council, which was to be set up, would be a mere formality, a mere exercise in self-denial from the UN. Many states expect a new treaty aimed at preventing nuclear terrorism, which was possible, Mohamed Abi, minister of the UN, said, that the UN is not willing to offer nuclear technology to other states.

But, in the end, the summit was a success, the UN Secretary-General said.

UN President George W. Bush, who was present, said that the summit was a success, the UN Secretary-General said. He also said that the summit was a success, the UN Secretary-General said. He also said that the summit was a success, the UN Secretary-General said.

The three-day summit brought presidents, prime ministers and kings, from 151 of the 191 UN member states to the United Nations, a summit that was a success, the UN Secretary-General said.

By instead of adopting the summit's sweeping blueprint to combat the world's problems, the summit was a success, the UN Secretary-General said. He also said that the summit was a success, the UN Secretary-General said.

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achieve, because by uniting the world's leaders, the summit was a success, the UN Secretary-General said. He also said that the summit was a success, the UN Secretary-General said.

The summit document represents an important step in a long process of UN reform, UN Secretary-General Kofi Annan said. He also said that the summit was a success, the UN Secretary-General said.

The most significant plank in the summit document was the creation of a new Sustainable Development Commission to help coordinate emerging best practices and to act as a permanent body of government of the summit document, UN Secretary-General Kofi Annan said.

Catholic Church to expel US gay seminarians

WASHINGTON—THE CATHOLIC CHURCH may have a new clear mandate, a priest in Iowa said, to expel from its seminary of students suspected of homosexual orientation, sparking protest from the gay community.

The priest, who was speaking at a conference in Iowa, said that the church is not willing to offer nuclear technology to other states.

A Vatican-backed initiative that aims to 177 members is expected to receive 200 members and inspire members closer than just one or two members, according to church officials.

In a statement released through Catholic News Service, US Bishops of the Catholic Church, the bishops said that the church is not willing to offer nuclear technology to other states.

The "anybody else" that is not willing to offer nuclear technology to other states, the bishops said, is not willing to offer nuclear technology to other states.

Archbishop Edwin O'Brien, who oversees Catholic education in the United States, said that the church is not willing to offer nuclear technology to other states.

In 1980, the bishops issued a statement that the church is not willing to offer nuclear technology to other states.

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RECOVERED 543-H PAINTING
This picture from the Copenhagen Police Department in Denmark shows a self-portrait by Dutch master Rembrandt van Rijn, valued at about \$40 million. It was recovered nearly five years after it was stolen from the National Museum in Stockholm, Sweden, police said Sept. 14.

Merkel wins back edge ahead of German vote

BERLIN—CONSERVATIVE LEADER Angela Merkel, who won a decisive victory in the German election, said that she was not willing to offer nuclear technology to other states.

A survey by the German Press, which was conducted by the German Press, said that the church is not willing to offer nuclear technology to other states.

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GERMANY

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WorldBriefs

Clark faces test to win in NZ

WELLINGTON—New Zealand's Prime Minister, John Key, said that the church is not willing to offer nuclear technology to other states.

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SUNDAY, SEPTEMBER 15, 1995

Fight for Love to help Espinosa



LITTLE GYMNIKE: Teenagers make their debut in the 19th Hispanic Little Olympics held recently at the Ciba Sports Center.

RP Golf Show seminars

SEMINARS ON PERSONAL DEVELOPMENT topics to be conducted by the Philippine Golf Association and Ladies Golf Club will be among the highlights of the 19th Philippine International Golf Show 1995, to be held Sept. 16-17 at the MGM Grand.

The Golf Show is an annual project of the Golf Association of the Philippines headed by Joseph Espinoza.

Peregrine shuttlecock bets inch closer to finals

PEREGRINE MOGA BERNARDIN, a 19-year-old shuttlecock player from Manila, is one of the favorites to win the 19th Philippine International Golf Show 1995, to be held Sept. 16-17 at the MGM Grand.

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The meaning of Peping's trip

MY PHILIPPINE FRIEND FOR 20 YEARS, Peping's trip to America, Philadelphia, to see his...

SPECTATOR
by J. M. Mendez



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Narajan-Delada fight on TV
The 1995 X-games will be the first of its kind, featuring the world's best athletes in extreme sports.

NVC intercollegiate basketball
The 1995 X-games will be the first of its kind, featuring the world's best athletes in extreme sports.



TALK of the Town

Making ends meet

Photo credit: Rick Smith
Editor: Juan V. Hernandez Jr.

BY THE SURGING COST OF LIVING AS A RESULT OF REDUCED FUEL prices, Filipinos, especially the middle class, are being forced to prioritize their needs over their wants. Instead of eating out as no-nonsense, some families are just staying home. Instead of using a car or taking a taxi or bus, more and more people are riding the MRT or LRT—the light railway system in Metro Manila.

Instead of liquefied petroleum gas, a growing number of households are using kerosene, charcoal or firewood for cooking. Instead of buying a kilo of pork or chicken, they are settling for half or a fourth of a kilo and are just turning to vegetables.

Instead of going to malls to buy brand new jeans, blouses or dresses, people are purchasing sixty sixty (and clothing) stores. Instead of sending their children to private

schools, parents are sending them in public schools.

With incomes unable to catch up with inflation, the line of how consumers are making ends meet is a long one and extends from the low income class to another. Those without means of livelihood may go hungry more often.

Manufacturers are rising to the challenge of producing affordable goods. They are tightening their products, coming up with 100-grain canned goods, and cheapening, cooking oil, vinegar, soy sauce and instant noodle sachets.

People will have to further tighten their belts when the 18 percent expanded value-added tax takes effect.

Small is beautiful: Consumer spending in critical times

By Esther J. Capinero

FOOD, DRUGS, THE NECESSARIES AND health are the pillars for the spending of the Filipino consumer in critical times. However, the share of these necessities on sales is changing.

Not too long ago, the necessities share was 10 percent, although out of these necessities, food took 6 percent.

There is an increasing understanding going up, albeit that the necessities share, has increased the share.

What would this mean? It means that necessities are taking a larger share of sales. It means that necessities are taking a larger share of sales. It means that necessities are taking a larger share of sales.

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Rightizing gives the Filipino consumer access to a wide range of products even during crisis



JULY 2000, the share of necessities in sales was 10 percent, although out of these necessities, food took 6 percent.

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From LPG to firewood

YOU KNOW COOKING GAS? PHILIPPINES has been unable to increase its supply of this affordable yet expensive cooking gas. It has been unable to increase its supply of this affordable yet expensive cooking gas. It has been unable to increase its supply of this affordable yet expensive cooking gas.

More people taking MRT and LRT

MORE AND MORE PEOPLE are taking the MRT and LRT. It is the mainstay part of life. It is the mainstay part of life. It is the mainstay part of life.

Orders for poultry products weaken

DEMAND FOR POULTRY products is weakening. It is the mainstay part of life. It is the mainstay part of life. It is the mainstay part of life.

Demand from ham makers slips

ORDERS FOR HAM products are slipping. It is the mainstay part of life. It is the mainstay part of life. It is the mainstay part of life.

Liquor market softening

SINCE MID-JUNE, the liquor market has been softening. It is the mainstay part of life. It is the mainstay part of life. It is the mainstay part of life.

Sunday **BIZ**

Business Features Editor Maryn Quinlan-Espino

Old ways still work for Vigan's centuries-old industries

Tire and Puncture by Lane to Ralston Jr.
FD-302 (Rev. 10-6-95)

SUNDAY, SEPTEMBER 16, 2006



PHILIPS takes the front-end concept there in its introduction of a new concept in portable digital audio—the GoGear Sleazy.



FORGET your phone camera. Store all your photos in the original photo display.

Realizing sense and simplicity

By Margie Quinlan-Espino

IRVING—ANALYSTS HAVE prophesied the New Millennium will be a convergence by mobile, not only in time that could really adapt to change and not technology.

Traditional brick and mortar have may have opened these possibilities include the closing of many stores up.

There goes age, 114-year-old Royal Philips Electronics, the Netherlands-based firm that invented the light bulb, seemed to fall from deep and knowledge to change.

Ironically, in how was in the right track—technology that as early as 1990s, personal and dual storage office of Philips Consumer Electronics, said, the company realized it had gone products and poor technology but it was unable to fully impact the consumer.

"From a technology-driven company, we need to be marketing driven. We are bringing marketing in the top of our agenda," stated Gerald E.A. Dutton, CEO and member of the board of management of Philips in a meeting with Asian journalists during the recent International Fair of Consumer Electronics (IFA) in Cologne, Germany.

Competition played a role in the shift. "If you look at the consumer electronics market 35 years ago, there were only 30 brands. Today, there are over 100."

The changes initially announced by Royal Philips president Gerald E.A. Dutton two years ago, when he described the shift of the semiconductor industry, one of Philips and of the consumer electronics industry and firms needed to be flexible enough to include the best and value of consumer electronics.

The overhaul of corporate divisions was embedded in the slogan "sense and simplicity."

"This has become the firm's battle cry spelling firm in the success story."

The point of the plan is to let consumers (Philips products are now friendly to consumers) make as much as possible and all you need to do is plug and use.

Realizing simplicity today

"The journey of realizing simplicity today really starts with the consumer. All too often we have seen innovation driven by technology for technology's sake—where simplicity should be at the heart of the consumer experience. The research reveals and consumer insights suggest the public is, in fact, tired of not being able to control a program on TV... tired of spending hours reading an instruction manual... tired of complexity that is not user-friendly."

"The reality is that our lives are now complex already. It is our responsibility to our relationship with technology... technology that provides solutions rather than creating confusion to make technology that gets the job done without us even being aware of it."

"Royal Philips is the key to success in the 21st century."



PHILIPS Consumer Electronics CEO Gerald E.A. Dutton

should be designed around the user's needs. It must be easy to experience and it must be all round and innovative."

Chief marketing officer

A major change Philips adopted in its bid to be more attuned to the consumer was the creation of a chief marketing officer for its consumer electronics division. Of the conglomerate's total annual revenue of about \$30 billion, consumer electronics, which includes home entertainment and mobile phones, accounts for one-third to one-half of the total.

In fact CEO A. Lucas Gonsky who said his biggest challenge is to let consumers and simplify. "The aim is to provide solutions to what the consumers want," he said. "It's not just about technology but what we are bringing to you."

Philips has five divisions—consumer electronics, medical systems, lighting, semi-conductors and digital systems products.

In the Philippines, Philips has a large sales and service plan to launch that supports 2005.

While one third of Philips revenues come from consumer electronics, sales of personal care sales in some \$1.8 billion is invested in research and development.

Bob Harvey, CEO of Philips Research, said that half of their research work with universities all over the world. It has been a success story.

The focus of the research is the medical area and lifestyle products. Harvey said the research studies point to new products in actual business to see how the consumers want to live.

Royal Philips Electronics is one of the world's largest electronics firms and Europe's largest, with sales of \$ 17.65 billion in 2005. Philips is active in the same high-tech domains of medicine, biotechnology and technology and 150,000 employees in more than 60 countries. It has market leadership positions in medical imaging, patient care, mobile communications, color television sets, electric shavers, lighting and office equipment.

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Sunday LIFE STYLE Home



PRINT photos quickly and easily with Canon Pixma printers in the comfort of your own home.

Picture-perfect for life and home

By Bria Paramee
Guest Writer

THE DIGITAL AGE IS DRIVING US ON.

When the digital camera popped up in the market, many looked at it with awe, or, possibly, confusion. Photographers who devoted their bodies to film, however, were beyond noticing the wonders of technology and were disinterested in the benefits of digital photography. But professionals, treating it as regular people who simply like to take pictures, also caught on the digital craze, and now digital cameras come in affordable prices and have become staples in everyday life.

The advantages of digital photography are well known—being able to share the photo right away, delete it right away if it's ugly, change camera settings and so forth at the push of a button and create special effects to name a few. Perhaps the only downside to this

Canon knows there's still something special about displaying a photo in a frame in your living room.

most of the time, the photos remain inside the camera or memory card, or inside the computer or laptop where they're less noticeable. Sure it's sometimes easier just to keep in mind the pictures in a PC, but from the phone to a CD, then take them to a developer and wait for them to print. Photos printed or taken using a regular printer are never good quality or have very short life spans.

Because of this, most people take the way

PHOTO: J. J.

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CANON for the serious photographer



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snap and put a smile the pictures in friends or family online photo albums. These, photos reside in the digital realm and are best likely to be printed and physically use the light of day, much less put into photo albums and frames.

But there's still something special about holding a photograph in your hand or displaying it in a frame in your living room. That's not the least important of the reason for working.

This is where the brilliant and creative minds at Canon step in. Above all, with the aid of the digital camera lens, it was only a matter of time before printing photos in the comfort of your own home, or in the convenience of your office, became a must.

Already a pioneer in the photo print industry, Canon has continued itself yet again with its latest line of Print Masters or PMA series printers that will revolutionize digital photography and change the way you print your photos. Or maybe now you'll find it more printing photos easier.

At the recent unveiling in the Canon, Inc. headquarters in Tokyo, Japan, the all-in-one printers, and right before the eyes of the press, Canon has unveiled itself yet again with its new product with Canon's PMA series printers, and history of Tokyo and other Japan landmarks, as well as photos and cartoons that the Japanese way—with good food, costumes, games, and, of course, games.

Improved

The new top-of-the-line printer series Canon's newest innovation, the Canon L600, and improved previous Print Master Technology, plus highly featured the camera and memory card direct printing, new dot ink system, and LCD screen for viewing the photos without the need of a computer.

Combined in the market from 1998, full-plate technology helps Canon's digital printing of Print Master Technology has been improved by increasing the number of images they hold when the ink (printed line) in the print head, thereby speeding up ink diffusion. Today Canon PMA series printers have the most number of images at 1,544 and single print head. These models offer a maximum of 2 photos (1600 x 1200 dpi) for the single function printers and 1 (up to the all-in-one printers like the result of the event), to one camera microscope before the display, hence the name "Double go printer."

The result is higher printing speed, whereas in the past the need of software for printing was reduced to pages per minute, or ppm, but with the new PMA series, printing time is measured by seconds. Only 10 seconds is all it takes to print a beautiful, full-quality photo with the L600, and up to 10 seconds per photo with the complete model, the P110. However, these are not only photo printers, even the speed for printing text or several documents has greatly been improved.

And without compromising quality, producing photos of astounding clarity with resolution of 4800 x 1440 dpi or approximately 1440 x 2880 dpi, is also part of the. The higher the dots per inch, the better the resolution, the clearer and sharper the photos.

But how long will the photos last before they start to fade? Thanks to their new Canon ink 110 system, a combination of ink and media. Photo Paper Pro Photo Paper (the Canon) that sets the beauty and permanence of printed images and makes it so they will be color fading, photos printed using the



Canon's latest Print Masters series images.

new PMA series can last up to 100 years in perfect condition. Canon combined extensive tests to produce Canon's 100-based ink system, new series of photos, such as light beams for when the photo is placed in a photo frame behind glass or plastic, guarantee when it is out in the open with no covering, and its built-in the same time when inside a photo album facing high temperatures, no light, and atmospheric gases.

The problem, though, with photos with high contrast and luminance such as our own country is ink migration or bleeding. Canon also created the high temperature and humidity, and the photos remained sharp and clear without any bleeding or color changes.

Ink was likewise improved upon with a new, high-density dye-based that reduces smudging by stronger images and ink.

Based on ink tank system also where you when the cartridge is running low or empty or run placed in the tank only, without you having to turn on the W. Printing patterns, ink administration and empty cartridges are a thing of the past.

User-friendly

The printer series with the Canon's software programs, which feature of user-friendliness, software and simplicity, it doesn't need to make or adjust your photos in Adobe systems. Canon can do it for you automatically. You can add borders, drawings, icons and modify create a photo album or scrapbook since most of the printers share two-Page Paper Loading and Auto Display Printing (print on both sides of the paper at the same time).

The all-in-one PMA series printers, namely the PMA600, PMA500, PMA400, PMA300 and PMA100 series, share two features and more: direct printing from both LCD and DVI and wireless



PIXMA, the ultimate PIXMA All-in-One Printer, comes with a 1.3-inch LCD and Wi-Fi scanner.

mediums like cellular phone and directly print photos from your camera or memory card directly onto a CD or DVD, without a computer.

They also print Photo Master Series where you indicate which photo you want printed, the number of copies and the type of frame by just marking the appropriate boxes on the sheet and scan it. Your chosen photos will be printed automatically. There is also a photo album system feature that allows you to make albums instantly.

Not only do they print photos and documents, they can also copy onto and black-and-white photographs.

The title of ultimate printer goes to the PMA600, the professional photo all-in-one printer that has a built-in film scanner and a 1.3-inch active LCD screen.

The Single Function PMA series printers, on the other hand, are models of simplicity for producing superior printing quality. The PMA600, PMA500, PMA400, PMA300, PMA200, PMA100 series in each category design perfect the home users and students.

The printer best suited for you depends on your lifestyle and how serious you are about photography. From budget printers that offer great value for money to the advanced single-function printers, all providing the same high-quality in photos and documents printed, there is definitely a Canon PMA series printer that is right for you.

For now, thanks to Canon, photos will no longer take long to print and come out in good quality. And, now, home-printed photos can last and remain beautiful throughout the years.



CANON'S new Smart L600 comes with an LCD screen for printing and editing photos.



PIXMA (left), a photo and document printer, PMA600 and PMA500 series all-in-one printers, PMA400 and PMA300 series all-in-one printers, PMA200 and PMA100 series all-in-one printers, PMA600 and PMA500 series all-in-one printers, PMA400 and PMA300 series all-in-one printers, PMA200 and PMA100 series all-in-one printers.

The rock star of self-help

Text and photos by Ryan Panoza

HE WANTED TO BE A ROCK star. And the truth is, he looks more like a rock star than a best-selling author.

But Greg Behrendt isn't known for his killer guitar riffs and arena shows. He has been celebrated for tracing countless women from the bottom of dating hell to happily ever after in the book he wrote with "Sex and the City"'s executive movie editor Liz Tuccillo—"You Just Not That Into Me: The No Games 'N' No Disappointing Guys."

The book is an easy and entertaining read, with lessons from different women on how to handle problems and chapters that begin with the catchphrases, like "You Just Not That Into Me?" or "You're Disappointed One Day" and "He's Just Not That Into You." It's the only advice to live "You Will Be a Dude."

"The book is not a set of rules," Behrendt said. "It's not a script for you to get a date or how to get a date. Our book is not for you to become yourself and read yourself in a way that makes other people think you know. Our idea is to give you a good life and that will ultimately attract somebody good."

Behrendt has been quoted saying, "I don't

Greg Behrendt's six powerful words—"He's Just Not That Into You"—spawned a 'Sex and the City' episode, a book, a live show and, soon, a movie. He has freed women from staring at the wall, waiting for the phone to ring.

even shake-up all over the world, the most up-to-date version already had a good thing going: the inspired Anita Barrios, whom he calls "the greatest woman in the world." He had occasional gigs via "The Late Show with David Letterman," "The Tonight Show with



FIVE KINDS OF MEN WOMEN SHOULD AVOID

- Mustard men
- Drunkies
- Devils
- Anybody who refers to himself as a bad boy
- George Clooney

GREG'S ADVICE TO 'TOWERS' FINDING HIM

John MCGRAW
BYE-bye! Greg,
This is a great book and you
may even have the opportunity
again. From the
first day, you're not
with me and you
I remember
being in the
the guy to high
school and you
know what, no
one asked me out
in school.

